

# **OUTDOOR RECREATION TASK FORCE**

## **MEETING MINUTES**

Wednesday, April 8, 2004

9:00 a.m. – 4:00 p.m.

DCED – 5<sup>th</sup> Floor

### **MEMBERS/ASSOCIATE MEMBERS PRESENT**

CURTIS, Wes	Governor's Office - State Planning Coordinator
MORGAN, Bob	Department of Natural Resources
KORENBLAT, Ashley	Western Spirit Cycling – President
GRIFFITH, Sheri	Sheri Griffith Expeditions - Owner/CEO
ZUMWALT, Glen	Big Pine Sports Inc. - President
STOWELL, Dennis	Iron County Commissioner
METCALF, Peter	Black Diamond Equipment - CEO/President
MCKEE, Mike	Uintah County Commissioner
OKERLUND, Ralph	Sevier County Commissioner
CUTLER, Riley	Wasatch Touring - Owner/Manager
REEDER, Dean	DCED, Div. of Travel Development
TULIUS, Mary	DNR, Div. of Parks and Recreation
HARMSSEN, Steve	Salt Lake County Council
WALTERS, Clara	GOPB - Staff

### **GUESTS PRESENT**

MCKEACHIE, Gayle	Lt. Governor
KITCHILL, Kate	BLM
CORDELL, Roy	National Parks Service
RICHINS, Ron	DCED, DBED
MACKEY, Craig	Outdoor Industry Assoc.
MCELWEE, Aaron	GOPB
GOREHAN, Dennis	AGRC
ANDERSON, Nan	UTIC
KIMUL, Sheldon	Visitor

### **I. Call To Order/Introductions**

Wes Curtis called the meeting of the Outdoor Recreation Economic Ecosystem Task Force to order.

Introductions of those present were made and the minutes of the previous meeting reviewed. Ralph Okerlund made a motion to approve the minutes, Peter Metcalf seconded the motion and the vote was unanimous.

Mary Tulus, the acting director of Parks and Recreation in DNR gave a brief background to the group. She has worked in State Parks for 15 years. She began as Public Affairs Coordinator and has worked as Deputy Director for 7 years. Mary enjoys outdoor recreation in the state and national parks, along with hiking and running. She was appointed acting director on Courtland Nelson's departure.

## **II. Update on Public Lands Issues & Legislative Session – Wes Curtis**

Wes Curtis gave a brief review of a newly passed bill, HB88, Big Land Use Management Plan, which requires the State Planning Coordinator to consider certain findings when developing state policies, plans, and programs for letting federal lands and natural resources on federal lands. The legislature wanted guidelines and basic principles the state adheres to, in the bill.

He reviewed subjects in the bill such as: multiple-use and sustained yield, water, outdoor recreation, wildlife, watersheds, and wild and scenic rivers. He read information about ACEC's, land exchanges, control of noxious weeds, mineral development, outdoor recreation, and off-highway vehicles (comply with laws that pertain to off-highway vehicles, and new trails for motorized, human, and animal powered recreation). The information also covered grazing and threatened and endangered species. The state and the State Planning Coordinator will work in cooperation with the counties to achieve the goals.

Another bill the legislature passed was Senate Bill 50, Rural Economic Development Planning, which creates an advisory board for the Governor for economic development and planning issues for rural Utah. It puts in place the structure for rural Utah to come together and discuss its economic development priorities and develop a plan for economic development.

### **Wilderness Activities - Lt. Governor Gayle McKeachnie**

The Lt. Governor and Governor Walker have met with county commissioners, conservation leaders, BLM, and congressional delegations to get a feel of what was wanted and needed concerning wilderness issues. They compiled a survey on what had happened in surrounding western states and found those states created an approach of doing things bit by bit.

In meetings with the stakeholders, it's been determined that Utah will make an effort to do a county by county, area by area look at primarily BLM lands to see if there are areas of consensus that wilderness designation should take place. The state's roll will be staff to a group of stakeholders from each area and includes: national, state, local, environmental, industry, recreation, county government, and agriculture. The plan is to start with the easiest counties first, to get a process in place. The first area to be addressed will be Washington County.

The Task Force should be involved in the process, along with the counties, federal agencies, and local groups. Utah will be more difficult to assess than other states, and will probably end up being the poster child for them.

## **III. BLM Planning Process – Kate Kitchell**

Kate provided an overview of the BLM's land use planning process and the status of where they are across the state with land use planning.

She handed out papers that gave an overview status of planning from their website, policy memos on how they do business, and direction on how BLM considers wilderness characteristics in their land

use planning. She also provided information on “cost recovery regulations” and a booklet, “The BLM’s Priorities for Recreation and Visitor Services.” The last piece of information is the BLM’s fieldwork done in 1999.

The BLM’s mission comes from a bill passed in 1976. Many other federal laws on the books direct their management, but FLPMA is the cornerstone of their land use planning. Currently, the BLM is in a planning mode in Utah. They developed cooperating agreements with the state of Utah, their county partners, and Indian tribes in a government-to-government relationship. The Bureau’s plans are outdated and have caused challenges and problems for them. She handed out a schedule of the time frame for the land use planning projects.

Kate went on to show the resources BLM uses and the special designations or tools. Through the scoping process they garner the issues from their partners and the public to frame the way they approach their land use plan.

She discussed the key public steps in the land use plan, defined the values of sensitive subjects or areas of environmental concerns, and wild and scenic rivers. The last thing concerning special issues were those related to “wilderness.” As a result of the settlement signed last year, BLM now has clear direction in the context of their land use plan. They don’t have authority to establish additional wilderness study areas or to manage additional areas, but have the discretion to consider those values with special wilderness characteristics and put special management in place to address those values.

Motorized vehicle management has been a focus for BLM, as well as their partners in federal and state agencies. The plan level decision is defined by three categories: open, limited, and closed. Closed areas will be limited, the open areas will be limited as well and responsive to sight specific requests or ongoing activities, but right now they are focusing their efforts in the limited areas. The next level of decision is identifying specific routes where motorized vehicles should be used and is a sight specific decision. The ultimate goal is to have a network of routes designated and then fine-tune them.

The last subject concentrated around the importance to BLM of cooperation and connecting with the state on the planning process.

#### **IV. Crown Jewel Identification/Subcommittee Report – Wes Curtis**

In the last Task Force meeting a sub-group was created to discuss a way of identifying the state’s premier outdoor recreation assets. Wes presented what the sub-group accomplished and through the discussion the changes made are in bold.

The Executive Order charges the group to identify the state’s premier outdoor recreation destinations and natural assets and develop a marketing plan to promote and develop the outdoor recreation industry in Utah. Based on discussions held, there are two tracks that can be pursued:

1. Identify places with management/protection concerns
2. Identify and promote Utah’s premier outdoor recreation destinations

The main objective and strategy of Track 1 was discussed and one change made. The first objective was changed to:

- 1) Identify specific ~~places that are experiencing problems that can be resolved in a short time~~  
**(areas where continued viability of the recreation experience is threatened).**

**It was proposed to create a subset of areas where there are conflicting uses or damage, deal with them, and then move out to a bigger subset. Two challenges are to identify what kind of recreation opportunity will be the focus and to enhance the economic potential of an area.**

The members discussed main the objective and strategy of Track 2, as laid out in Wes' handout. The state's recreation assets were discussed and out of that several ideas were suggested to identify the outdoor recreation destinations. Questions to consider were: As a state what kind of recreation are they talking about? What's out there that can be marketed? Once we know what assets there are how does the Task Force create and promote business around that asset? What is the sustainability of the assets? How does the Task Force promote appropriate assets?

There is an opportunity to brand and promote Utah as a "recreational mecca" to stimulate new interest in visiting Utah's recreational wonders, create a sense of ownership and partnership among key stakeholders, and finally instill a recreation ethos in the Utah public.

In looking at the strategy for Track 2, there should be ways to involve the public, associations, and businesses and provide opportunities for them to participate. Create sub-groups so they can participate and bring the public in by setting up a way for them to vote on what they think is a premier outdoor recreation area.

The Task Force discussed categories they could create for the groups, a template to guide them, and launch a media campaign. Wes presented a chart to emphasize how the sub-groups could accomplish their tasks. Once the public recommendations have been made, work with the groups to develop/enhance sustainability of the assets that would be fed into a state outdoor recreation strategy.

Ashley Korenblat suggested the groups identify assets, promote appropriate management and sustainability and then do marketing for business opportunities. She talked about the template she created for a survey the Task Force wants to send out to the public, associations, local governments, and groups. The answers to the survey may recognize regions rather than destinations, so a possible focus would be on different areas.

Break for Lunch

## **V. Crown Jewel Identification / Strategy Development Cont. – Ashley Korenblat Wes Curtis**

Ashley presented her survey template titled "Utah's Premier Outdoor Recreation Destinations and Natural Assets." She took the wording from the Executive Order for the first paragraph. The Task Force critiqued the survey and made suggestions listed below.

1. Where would the surveys be located and how can they get the maximum exposure?
2. The survey needs to be shorter (1 page) for the public. Work groups would fill out multiple pages.
3. One page survey for the public that would lead to a website to fill in further. Comments would be done electronically.
4. Get help from media, PR people, or PSA (Public Assoc of Broadcasters) to collect the information.
5. Get non-residents to give input by filling the form out on the web and do follow-up in the newspapers.
6. If agencies fill it out, ask them to provide data instead of using their opinion (Page 1, bottom of page).
7. Information on how the public is getting to the area and if there are local businesses or amenities in the area?
8. When does the visitor go to the area? How did they learn of the area, how often do they go, and where are they from?
9. Do not disrupt economics of one area by sending visitors to another area.
10. Do they come in groups or alone?
11. Make sure a cross section of the public is captured on the short form.

Other suggestions the group gave were:

1. Move Recreation Management up above Natural Features section
2. In the first paragraph of the survey, remove the “pass on to the Governor”....sentence. Change the sentence to “The Task Force requests your input to assist them” or “The information of the Task Force is to assure continued viability of Utah’s natural assets.
3. Place a mission statement in the paragraph.
4. Craig and Wes obtain outside opinions from Universities and state government through meeting with them.
5. Make the form shorter.
6. Create a time line for distribution of the survey.

The Task Force looked at several options on what and how to work the public survey. It was determined to take some time, create a short form, and have the universities tweak the form as it is now. Contact the media concerning the survey and report it as a story by emphasizing the state, through the Task Force is interested in learning, where people go to engage in the 12 forms of recreation listed on the survey, when they come to visit. The state’s goal is to learn more about recreation in the state and to further enhance Utah as the capital of outdoor recreation in the world. Another suggestion was to contact students at the universities who are looking for projects and enlist their assistance.

### Working Groups

It was decided the work groups will be under the Task Force’s direction, but will be drawn from outside the group. The T.F. should identify who would take the lead and how to report back and then analyze what they submit. It was suggested to have the sub-groups broken up by region and mapped by areas, with an open invitation for anyone to attend and participate. The survey could be sent out to organizations to fill out and then bring the information back to one of the meeting. It was

also suggested that a letter accompany the survey telling them about the public meetings, what the Task Force is doing, and request their assistance.

We summarized the discussion on working groups. The Task Force will:

1. Identify user groups
2. Notify user groups via a letter (Craig)
3. Create template
4. Decide how work groups can be pulled together
5. Fix the template and discuss how to make it available
6. Write cover letter for survey (Peter)
7. Set up media story
8. Complete short form survey
9. Email the survey to Task Force members to critique before it is sent out
10. Create maps from areas identified by work groups

The members agreed to have the sub-groups work on the template and email it out to the Task Force members before the next meeting.

Picnicking, photography, and driving were added to the list of categories in Track 2 Strategy.

## **VI. Mission Statement and Strategic Planning – Lt. Governor McKeachnie**

The Task Force discussed their mission, priorities, the scope of those activities, and the date or resources they will need to get the job done.

The Lt Governor facilitated the discussion concerning the mission statement and strategic planning.

How do we know if we accomplished anything	Public opinion Rural job development Resolve disputes on use of recreational lands Elevate stewardship By a list of special assets Produces economic increase Impacted positively areas of the state Foster quality outdoor recreation More quality outdoor recreation Add lasting economic impact in rural Utah Recognize outdoor recreation economy
How will we put that into a sentence that is usable	Economics Public Opinion Dispute resolution Stewardship Quality of Life Quality recreation opportunities
Rankings	Economics – Quality of Life Quality recreation

	Stewardship Dispute resolution Public Opinion
The task force is the group that.....	Fostered a vibrant outdoor recreation economy, powered by appreciation and use of Utah's spectacular natural landscapes Measured by: Google hits Gross spending on outdoor recreation and related tourism Number of jobs connected with outdoor - related recreation industry Quality of life increase measured by..... Identified crown jewels and have in place capability to sustain them Make the map by which Utah can be put on the Map

### Mapping

Dennis Gorehan from Auto Graphic Reference Center (ARGC) attended the meeting to give the Task Force information on mapping, but due to the time constrictions, he will give a presentation at the next meeting.

The next meeting of the Task Force will be **Thursday, May 13, 2004, from 10:00 am to 4:00 pm at DCED, 5<sup>th</sup> Floor, Room 501**

### **Adjourn**

### **ACTION ITEMS**

1. **Change the first objective of the Strategy - Track 1.**
  - 1) **Identify specific ~~places that are experiencing problems that can be resolved in a short time~~ (areas where continued viability of the recreation experience is threatened).**
2. **Create a subset of areas where there are conflicting uses or damage, deal with them, and then move out to a bigger subset. Two challenges are to identify what kind of recreation opportunity will be the focus and to enhance the economic potential of an area.**
3. **We summarized working groups tasks as:**
  1. **Identify user groups**
  2. **Notify user groups via a letter (Craig)**
  3. **Create template**
  4. **Decide how work groups can be pulled together**

- 5. Fix the template and discuss how to make it available**
- 6. Write cover letter for survey (Peter)**
- 7. Set up media story**
- 8. Complete short form survey**
- 9. Email the survey to Task Force members to critique before it is sent out**
- 10. Create maps from areas identified by work groups**